



THE QUILL

A Journalists' Journal

SIGMA DELTA CHI
Professional Journalistic Fraternity

The Journalist Fiction Writer

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THE QUILL

OF SIGMA DELTA CHI

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Public Confidence Always Detroit News' Goal

By LEE A WHITE

of the Editorial Staff, The Detroit News



FOR fifty-two years The Detroit News has endeavored to live up to the purpose of its founder, James E. Scripps, which was to publish a daily newspaper that would be at once accurate, enterprising, interesting, just, serviceable and wholesome. The ambition to attain these virtues is common to the great majority of men who have ventured to serve the public through the press; but such qualities are simpler of statement than they are of exemplification. They test the judgment and the capacity of those executives upon whom publishers impose the responsibility of producing newspapers. Failure, in whatever degree, is usually a mark of individual rather than institutional weakness or error.

When he started The Detroit News, August 23, 1873, Mr. Scripps had as his journalistic background two years as a reporter in Chicago and fourteen years as a reporter, manager and editor as well as part owner of Detroit newspapers. He was a reluctant participant in the publishing of hide-bound, party-shackled, stodgy and verbose "blanket sheets," whose cost of production was too high, whose circulation was too low, and whose self-satisfaction was too great. In that day morning papers were dominant, and three existed in Detroit, serving the city and the state. Though there were then 20,000 families in the city, the total circulation of the three combined was only 12,000 to 13,000. He felt that the public needed and desired fresher news than they were getting, at a price within reason (the conven-

tional newspaper price was then five cents a copy), and at a time when it could be read. These considerations dictated the foundation, and to this day influence the practice, of The Detroit News.

As accuracy and independence were a religion with him, so brevity and brightness were a passion. Brief the stories in The News were, of necessity, for it was a tiny sheet, a four-page publication not much more than thirteen inches wide and less than twenty inches long. Today, when 64-page editions

of the paper are common and the pages nearly double the size of those in the early years, members of the staff frequently reflect upon the paper's growth away from this early ideal of compactness and condensation. There is, however, a vast difference between the bulky newspapers of today and the blanket sheets against which The Detroit News at birth was a strenuous protest. The modern papers, to

Getting Acquainted

Continuing its program of acquainting members of Sigma Delta Chi with the various outstanding newspapers of America, The Quill publishes, herewith, a series of articles by members of the editorial staff of The Detroit News.

The frontispiece, on the opposite page, illustrates a typical front page of The Detroit News Home Edition. The Detroit News prints eight editions daily, varying its front-page make-up, of course, to fit the particular purposes of each edition.

This series was arranged for through the co-operation of Mr. Lee A. White, a member of the editorial staff of The Detroit News and former national president of Sigma Delta Chi. Mr. White wrote the first two articles of the series.

which the proponents of brevity sometimes attach the old epithet, are large with substance rather than with words. The knowledge they impart is much more varied; the treatment much more intelligent and intelligible; the interest in their contents much more general; a sense of humor much more apparent.

The Detroit News was the first popular and low-priced newspaper in Michigan, and by the instant success of its radical departure from newspaper conventions it not only won for its publisher success, but resulted in many publishers frankly following the new model. The \$30,000 that constituted

the total investment in The Detroit News would have been speedily dissipated had it followed the journalistic fashions of the day. Instead, though the founder was nearly ruined by his success in getting subscribers the first year, he earned \$6,000 the second and never thereafter knew doubt. His sound beginning netted the paper between 8,000 and 9,000 circulation for the fourth issue, which was four to six times the city distribution of any contemporary. His brightest dream was of 10,000 circulation—a figure that was quadrupled in ten years. No contemporary ever threatened the priority of his scintillating and fearless little publication, out of which grew the \$10,000,000 corporation of today.

Throughout its life The Detroit News has endeavored to maintain absolute public confidence in the integrity of its news and the honesty of its convictions. A first step in the building of this confidence was the establishment of the paper as non-partisan in politics, in a day when every editor was supposed to be committed irrevocably to one political organization or another. And from the beginning the founder was wont to state emphatically and sincerely to his editorial executives that there were "no lightning rods;" that there were no favored individuals, organizations, corporations; that there were no restrictions, tacit or avowed, upon the editor's prerogative of freedom to judge and to publish fact and opinion.

Small capital, modest equipment and a slender staff could realize the ideal of the publisher of fifty years ago; but today the needs in each of these lines are magnified beyond the capacity of the average man to understand. Of the 1,363 employees now working within the walls of The News plant, which covers more than a city block, over 200 are on the news staff. Of these, forty-six are reporters and "rewrite men" working directly under the city editor and his three assistants. These half hundred reporters do not include such specialists as the financial, sports, society, real estate, and various other writers whose time is occupied with the production of departmental matter.

IF this staff seems somewhat heavy, the explanation is easy to find. It lies primarily in the traditional aspiration toward accuracy and serviceability. The goal of accuracy is attained at the price of a vast amount of labor and time; it eludes the hurried and hence necessarily superficial reporter. And serviceability entails not only the time necessary to be accurate but a vast amount of patient and intensive research along lines that are not always fruitful in stories, though they may fortify the editor.

There are, however, other occasions for a large staff. The Detroit News publishes eight editions daily, the first going to press at 9:00 in the morning, and the heaviest runs beginning around the noon hour. Pressure of time is, therefore, great during the hours of publication; and maintenance of a 24-hour reportorial and copy-reading service is es-

sential. The local staff covers not merely the City of Detroit, including the two "island cities" of Highland Park and Hamtramck that lie within its borders, but the entire metropolitan area which, due to the automobile, good roads and other advances in communication, is rapidly expanding by tens of miles. These factors of distance and frequency of editions account, too, for the employment of seven rewrite men. There is, in Detroit, no "city news service" to reduce the duplication of effort on routine news—and the originality of the contents of the daily newspapers.

Fourteen men occupy themselves copyreading spot news, some of them dividing the long hours of the night, preparing copy for the early morning editions and protecting the paper from embarrassment should extraordinary news break.

A GAIN indicative of the instrumentalities The News maintains to insure accuracy so far as it is insurable, there is the reference department consisting of the library and scraparium, in which twenty persons are constantly engaged in discovering, collating and dispensing information as needed by members of the staff. The library, beyond question the largest and best in the newspaper world, has approximately 20,000 carefully selected books on its shelves; and in the scraparium are a million clippings, as well as cuts, photographs and pamphlets in proportion, to serve the needs of the editorial departments.

Possession of these resources is one thing; use another. That the employees utilize the reference department is readily demonstrable. Books are loaned in the library, both for office and home use, and a careful record maintained. Loans in 1924 numbered 8,545, of which 5,250 are accounted for by the editorial department. Use of the library for reference purposes, not involving the removal of books from the library, is not so easily recorded, for the staff has free access to the shelves, and not all use is noted. Recorded use of books for reference purposes, during 1924, totalled 24,573. Calls upon the scraparium which were successfully responded to numbered 4,898 for clippings, 4,378 for photographs, 2,052 for cuts, and 293 for pamphlets, during the same period. These figures are mounting from year to year and indicate, not merely the insistence of The News that men shall be as accurate as is humanly possible, but an eagerness upon the part of the staff to refute by practice the too common charge that newspapers are indifferent in such matters.

THE Detroit News maintains bureaus in Washington, New York, London and Paris, to which one or more members of the staff are constantly assigned, and in addition frequently sends correspondents traveling in foreign lands in search of news supplemental to that of the numerous services which furnish the bulk of foreign intelligence.

The public is, in a very real and proper sense, the ultimate judge of the success of a newspaper in

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"Extra Mural Activities" Assume Important Role

The Detroit News, Sensing a Public Duty Extending Beyond the Dissemination of News Has Taken Up Various Forms of Super-Service, a Few of Which Are Described in the Accompanying Article



Someone, raiding the lexicon of the colleges, appropriated the phrase "extra mural activities" to the uses of journalism. He employed it to cover the miscellany of enterprises in which modern newspapers increasingly venture; enterprises not inherently associated with the gathering of news and the venturing of opinions thereon, nor with the purveying of advertising space and finished newspapers. It was no Hindenburgian line of demarkation that he drew; for overnight the term was used to cover a multitude of activities traditional both to good reporting and intelligent circulation promotion.

No newspaper which has the imagination requisite to successful engagement in this field of enterprise ever achieves a position which makes these "extra mural activities" unprofitable. The Detroit News has dominated its field from birth, and for many years has virtually had what the business office entitles "a saturate circulation;" yet its circulation has constantly grown. It has kept faith with the old Detroit and kept pace with the new. With 290,000 daily and 310,000 Sunday circulation, more than ninety per cent of which is concentrated within the city and its suburbs, it distributes far more newspapers in this area than the number of exclusively English-speaking homes, and approaches the number of both English- and foreign-language-speaking families. Where approximately 100 per cent loyalty exists, the newspaper may expect to find new subscribers in any large number only as there are accessions to population by birth or influx. The newcomers will, in the estimation of the publishers, inevitably be readers of the paper if policies are pursued which hold steadfast those friends already won, and insure the patronage of their offspring—unto the third and fourth generation.

All the experience and ingenuity of circulators cannot sustain the newspaper which forgets that its primary function is the discovery and publication of news and the presentation of opinion. Grant all the value that lies in well chosen features, pictorial or verbal, these are nevertheless added measure. Of two newspapers, each able to hold its own in the news field, that one with the greatest added value in features will of course have pronounced advantage. This is the axiomatic background of any discussion of "extra mural activities" of newspapers. These activities, appealing to the sense and sentiment of a community, win both spiritual and material support.

The results of enterprise are sometimes spectacular beyond the expectation of those who conceived

and executed them. A specific instance is The Detroit News Housing Service, instituted in the fall of 1923. A member of the editorial staff assumed the role of "Mr. Straphanger," the average citizen. "Mr. Straphanger" set out to build himself a home; and in a series of published articles told of the steps taken in constructing a house in the most economical way, using whatever general contracting service and financing agencies then existed. The design of the home was worked out with great care; the specifications were complete to the last detail. The house, worth approximately \$11,000 at the time, was a demonstration of the economical achievement of an artistic success in sharp contrast to many homes then being built at greater cost. In the end, after it had been completely furnished, it was given away by The News to a hero of the public's choice. So great was the interest in the building project that, according to the estimates of the police who guarded the property when it was thrown open to the public, 100,000 people visited and inspected it. Scores identically like it were constructed subsequently in various parts of the city. Pictures of it were reproduced in various national magazines. A model of it was procured and exhibited in the College of Architecture of the University of Michigan as a lesson in good composition. Modified "Straphanger houses" as well as replicas are still under construction, and will be for years to come.

But this "stunt" (if you please) was but the serious beginning and advertising of a larger project; the establishment of The Detroit News Housing Service. The News asked the Michigan Chapter of the American Institute of Architects to appoint a committee to found a bureau which would prepare small house plans at cost. That organization acceded to the request, and the Detroit Architects' Small Homes Service Bureau was established.

Three things The News set out to do, through its new service: (1) To make available, at cost, architect-drawn plans for homes of better architecture; (2) to acquaint the public, through its columns, with the ways to finance a home on a monthly payment plan; and (3) to publish cost data on every house featured in The News, this data arrived at by procuring competitive bids from no less than seven general contractors, covering both cash and deferred-payment plans. To date (in less than three years from the conception of the idea) five million dollars worth of homes have been built in Detroit from plans furnished by this service. The fees for the plans, covering only cost, have been turned over to the architects who devised them. Two hundred and

fifty different designs are now available to the public, and additions are constant.

Can anyone doubt the reader interest of the information published concerning these homes in the fastest growing city in the world, and the fourth largest in the country? Or doubt the sense of gratitude felt by those whom the service has helped to the realization of a common ideal?

IN the fall and winter of 1919, The News undertook to interest the people of Detroit in the food value of fish as a meat substitute. This would seem unnecessary in a metropolis situated on the great Inland Seas where fishing has been an industry almost since the day of Pere Marquette. Unfortunately for the public, the Great Lakes fish were selling at 25 to 35 cents a pound; consumption, as ever, was in inverse proportion to prices, and commercial fishing was at low ebb. Nor was there lacking the intimation that there were large interests which were artificially maintaining prohibitive prices. Meat was sky-high in price, and there were few families which had not markedly cut down its consumption.

In October The News heard of direct-to-consumer sales of a Boston fish concern operating a large fleet of trawlers on the Atlantic. These sales were confined to a few Eastern towns neighboring Boston. The News discovered that it could co-operate with the fishermen so as to furnish freshly caught haddock, hake, cod, flounders, blue-fish, sole, pollock, and other excellent food fish to Detroiters at much less than half the price of the coarsest cuts of meat and at approximately a third of the cost of Great Lakes perch, trout and whitefish, if bought on a cash-and-carry basis. With some trepidation a single carload was brought to Detroit and ordered on a siding where sales were to be handled direct from the car, under the firm rule that the price should be ten cents a pound, The News furnishing the publicity and receiving no fee of any kind for its services.

The sequel was startling. The 35,000 pounds of fish in the first shipment, forty-eight hours out of the ocean, were snatched up in a trice, and hundreds turned away disappointed, with empty baskets. Next week three carloads came, and proved wholly insufficient. Public markets opened stalls to handle the crowds, and five carloads were brought the third week. Still too few; thousands were unable to buy. The Boston people, who didn't think Detroit would buy ocean fish at any price, were convinced and brought ten carloads. Sale days were stretched from one to two; then to three a week; and for weeks trains of nine or ten extra large cars were brought to Detroit. At the peak, sales ran just short of a half million pounds a week. In the end The News had established the trade; the Boston concern had elaborated its organization until a hundred or more sales places were running, with retailers allowed a narrow but reasonable margin of profit, and finally a permanent local office was established. When the business was well grounded, The News withdrew, leaving it to the producers and

local merchants to maintain the trade developed.

In the early part of 1922, when the high cost of living was a desperate problem, bread was outrageously high. Everyone but the big bakers admitted it. Conspiracy to keep up prices was charged. The public prosecutor was getting nowhere with an investigation. The News believed the best answer to the bakers was to have bread made in the homes again; but secretly it doubted whether women still knew how to make bread. It decided to stimulate interest in bread-baking by offering \$1,000 in prizes for the best loaf of bread and the recipe for making it.

NOTHING but the spectacle that terminated the contest need be mentioned. Twelve thousand loaves of bread came in one morning. It came at the rate of eighty loaves a minute. It came in limousines; it came in carts; it came tucked under the arm of an aged negress who rubbed shoulders with the mother of a statesman; it came in the hands of men, women and children in lines reaching for blocks and blocks in every direction. It covered the floor of the huge lobby, and then it piled into mountains (crushing many a hot and fragile loaf at the bottom); it poured into trucks and was guarded by policemen as it was wheeled around to the side of the building and passed through press-room windows, the lobby being inadequate to handle this curious bread line. The judges were swamped, and scores of volunteers were enlisted and hastily trained by the experts in the elimination of the impossible loaves. Delivery trucks had to be sent scurrying away to charitable institutions with the tons of good but less than perfect food that housewives had lovingly made and pridefully submitted. There has never since been doubt as to the ability of Detroit women to make bread.

A few years ago a spelling bee was born in the bonnets of a News executive and the superintendent of schools. It was a huge success. This year a national spelling bee, emulating that held in the public schools of Detroit under the patronage of The News, was organized, and The News participated. More than 268,000 children in the metropolitan area participated in the eliminations, and then came the finale. Against the judgment of conservatives of the staff, the vast Coliseum of the Michigan State Fair was engaged, with the Governor of the state to preside and other distinguished public and school officials participating. Thirty thousand people, mostly children (the police said 35,000), swarmed into the huge building; the largest crowd ever under roof in Michigan without doubt; and probably greater than all the combined crowds that attended the other spelling bee finals in the national contest.

MOST of the world is familiar with something of the history and much of the merit of WWJ, The Detroit News radio broadcasting station, the first station broadcasting daily programs for the edification of the public, anywhere in the world. It began its daily broadcasts in the summer of 1920;

and many distinguished actors, authors, statesmen, musicians, poets, explorers, figured in the programs. Subsequently a little symphony orchestra, composed entirely of artist members of the Detroit Symphony Orchestra, was engaged by The News to give concerts each day over radio. An extraordinarily large staff of expert radio technicians gave service to the people directly and indirectly during the days when radio was a mystery to virtually everyone. The equipment of the station has always been the best that the science of invention could develop; the programs persistently a standard of excellence.

Another enterprise which like radio programs extends beyond the normal sphere of influence of The News, even though more local, was the National Oratorical Contest on the Constitution—a wholly disinterested and unselfish enterprise in which more than a score of American newspapers participated in the interests of better citizenship. Michigan entered more than 350 high schools in this contest, surpassing any state in the country and in fact any newspaper's allotted territory (some including several states).

A type of service rendered by The News, by no means ephemeral in character, is the publication of books and pamphlets for free distribution, and of others offered at a merely nominal price. Of these the most pretentious are *The Story of Detroit*, by George B. Catlin, librarian of The News, and *The Style Book of The Detroit News*, edited by A. L. Weeks, literary editor.

The Story of Detroit was run serially in The News in commemoration of its fiftieth anniversary, and then reprinted in a book exceeding 700 pages, buckram bound. It was offered to the public at \$2, which was much less than cost, but copies were distributed free to all libraries in Michigan, all newspapers, and to every school, public, parochial, and private, in Detroit and vicinity.

THE *Style Book of The Detroit News* was originally devised solely for the use of the staff. Its general usefulness was obvious to newspaper folk, and a heavy demand was made upon the stock in reserve. The first edition was speedily exhausted, distribution having been free to newspapers, advertising men, schools, libraries, universities, on request. The publication of a second and revised edition was necessary; but the cost of the book, which is elaborately indexed and bound in silk, was so great that The News was forced to charge \$1.50 a copy for it to cover this expense but to yield no profit. A sacrifice was made in the interests of students and teachers of journalism, to whom the book was offered at \$1.

These books and these alone have been charged for. Reprints of important series of articles, the results of intensive investigations of public problems chiefly, have been issued at frequent intervals, sometimes in numbers running as high as 50,000. Among these were "The Race Track Graft," an exposure of the rottenness of handbooks and the debauchery occasioned by betting on the ponies (news

of which, incidentally, The News ceased to publish years in advance of Michigan's prohibitory law); "Arms—and the Men," brilliant interviews with and character sketches of the official and unofficial delegates to the Washington Armament Conference; "Michigan's Millions of Idle Acres," containing a series of articles on the vanishing of the state's famed forest, and reforestation problems resulting; "Washington in War Times," of great interest in the days of the titanic struggle; "The A B C of Economics," a timely contribution to discussion in the post-war days of the "high cost of living;" "The Collapse of the Patent Office," an exposure of the condition and a plea for better support of a great department of government, for which its officials were deeply grateful; "South America—Continent of Opportunities," a selection of informative articles from a Spanish-speaking member of the staff who spent nearly two years on a roving assignment in South America. These and other similar publications have been distributed broadcast, without charge, and without limitation as to territory.

THE first few years of the existence of The News its founder was kept exceedingly busy raising capital to handle the wholly unexpected growth in circulation; but once that was attended to his eager mind reached out for things to do. He and his editor of an early day were responsible for the establishment of the Detroit Museum of Art, now the Institute of Arts, and from that day The News has given the utmost sympathy and support to the upbuilding of the aesthetic interests of the city.

In 1889 The News projected the idea of the Workingmen's Mission to Europe, in which it was assisted by papers then associated with it—though it should be emphasized now that The News has no connection with any other paper or papers published anywhere. The mission consisted of fifty expert mechanics and tradesmen who were sent, at the time of the Paris Exposition, to Europe to travel in the old capitals of art and to discover the spirit if not the secrets of the master craftsmen in industrial arts of the old world. The success of this mission would call for a separate chapter.

AMONG the greatest services The News has rendered is the thirty-year fight, successfully concluded, in the interests of the municipilization of public utilities, notably the street railway system. This fight, carried on against every degree and kind of private and public opposition, is an instance of the indomitable will of a newspaper; and the transcendancy of its power, honorably achieved and honorably employed.

These are a few of hundreds of interesting enterprises in which The Detroit News has engaged; enterprises not by any means always original, nor perhaps the product of any special genius, but which public confidence and interest have assisted to success. In them The News has taken pleasure and pride; and it has not failed to profit—as have the people it serves.

Church Department Calls For Service

By CHARLES D. CAMERON

Editor of the Church Department, The Detroit News

THE Church Department of a newspaper should from the first adopt toward the forces in its field a policy of the broadest co-operation. In the school of the police reporter, from which nearly all real journalists are developed, the sole reportorial aim is getting printable news and getting it first. In the strictly news field the securing of the earliest information for the eager public must be a main purpose.

But in specialized departments, a newspaper with a conscience must feel that it has a larger opportunity than the mere accumulation of current incident. A department devoted to the schools should be operated in the service of educational ideals. A business section should be guided by policies helpful to sound and honorable commercial methods. The ideal church department should likewise be governed by a spirit which will hasten the coming of the ideal church.

The spirit of the church page must take the place of the policy in other departments. Even in educational and business departments a newspaper may be an advocate of certain lines of action in preference to others. But a secular newspaper church page cannot properly be Protestant or Catholic or Jewish—it cannot be Fundamentalist or Modernist in a factional sense. Rather it must strive to give the fullest opportunity for spiritual self-expression to the Catholic, Protestant and Jewish and other religious forces in the community. It must not set itself, as a department, to decry the Modernism which earnest exponents regard almost as a new revelation, or Fundamentalism whose principles are cherished by others as truth eternally new.

The best way to fulfill the highest functions of a church department is by methods in which the training of a police reporter may be an advantage. This is to maintain a news ideal for religious news. Not many sermons are news, though now and then one is good news indeed. Syndicated Sunday School lessons are features which cannot take the place of news. Everyone reads a newspaper for the same thing, for current information on current events, though one may turn first to the stock market and another might be first interested in the latest adventures of a strip-cartoon hero. Many people deeply interested in church matters do not turn to the church page, because there may be a long sermon about Nebuchadnezzar and no space for the new peal of bells in the Fourcourners Meeting House. To draw readers to a church page one should do what is done by the sporting editor in his sphere. The sporting editor keeps the public advised on coming events, he prints recent achievements in box scores, he keeps in mind the larger

claims of professionals and also the rights of amateurs, and tries to give just attention to a chess game played by two men alone and a football contest with eighty thousand spectators.

So the church editor must consider the great and the small in his own field. He cannot make a just and satisfying decision if he merely determines that a certain clergyman is an important man in an important place, and therefore should always be presented in strong light—and that another man is unimportant and scarcely calls for mention. The only standards which can guide a church editor are news standards. The church page should be governed by these as rigidly as the great Page One itself. Then the man or woman interested in the progress of religion will know the events in that sphere as a reader of Page One knows the chief event of the day.

Sometimes a man of eminence takes a distinct side on an issue. This is news because of the eminence of the man, so long as the newspaper does not seem to be urging this particular issue when it is one of religious difference. Sometimes an obscure minister may devise a church plan of interest and value to all religious workers. This is news because of the plan.

The church page should be broad and inclusive, because the interest of the church-page reader is broad and inclusive. Even a man whose individual views would be described as "narrow," is interested in what is done by other denominations outside the range of his own concern. Catholics, Protestants, Jews, become acquainted through the newspapers with leaders in one another's field.

The sporting editor handles his many classes and varieties of sporting items with a controlling sense of news value strengthened by a spirit of sportsmanship. The page upholds sportsmanship in all fields of organized recreation. So the church page must recognize the existence, in many, of the religious sentiment, and should be a "friend and helper of all who would live in the Spirit." Whatever organization or institution is planned to help religion and morality, whatever is intended to continue and enlarge faith, hope and charity, without partiality or propaganda, is good material for a church department.

In general it can be said that the church department is not a special department in journalism—it is merely general journalism applied to the events connected with the battle against evil, just as police reporting deals so much with events connected with the battle against good. The church department should aid all churches in all ways. Just as the first page gives to a busy man a glimpse

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Amateur Games Revolutionize Sports Pages

By H. G. SALSINGER

Sports Editor, The Detroit News



THE first prize fights were held in stables and in the rear of bar-rooms in England. The slim crowds that watched them came from the lowest social caste.

Forty years ago, when organized professional baseball was ten years old, the patrons of the sport did not include the professions and a ball park was considered an unfit place for women.

Twenty years ago golf and tennis were considered games for the effeminate. The man who played either was in disgrace.

Thirty years ago the newspaper sports writer was, in the majority of instances, a man who got his news, his opinions and what we now call background, in the saloons of his native village, town or city. Most of them were confirmed drunkards, the penalty they paid to their professional pursuits.

Thirty years ago the sports department of a newspaper had comparatively little importance in the journalistic scheme of things. The sports editor or the members of the sports staff were noted for their ability to mix with the rougher element rather than for any ability to write.

There came a gradual change. The apostles of the wide open spaces began operating. Patronizing sports assumed a popular appeal. Boxing arose from a low drink hall sport to a pastime generously and enthusiastically patronized by the nobles, aristocrats and professions. Baseball was relieved of its vulgar touches and supplied with a code of ethics. The public gradually adopted tennis as a sport of admirable competitive qualities and strong men began swinging golf clubs.

With this change in sports came a change in sports reporters. Newspaper editors, feeling the trend of the public fancy, discovered a new field for public service. They began selecting the most able writers on their staffs and assigning them to sports. Many of the foremost editors signed writers engaged in magazine work and employed them exclusively in the sports departments. Several well-known authors were enlisted in the job of writing sports news.

The sports department in a few years became one of the most important in the newspaper circle. A

number of leading editors went to the extreme of making it the most important. Where until recently the sports page was a neglected necessity, it became a distinct asset.

The vast popularity of sports in the country today is due to this sudden desire to feature the sports sections of the newspapers. There was no limit to the journalistic skill employed in developing sports sections. The staffs were built up, often at the expense of other departments.

Professional sports having been placed on a new basis that won popular patronage for them and made million dollar "gates" at professional boxing bouts possible, the public has, in the last few years, developed a desire for what may be called "self-expression" in sports. People were no longer

satisfied to sit and watch two individuals or two sets of individuals perform but wanted to perform themselves. To this desire may be attributed the vast enrollment in public and private school sports and the enormous increase in municipal sports, intra-mural programs and the great numbers of men and women that are now playing tennis and golf, rowing and

sailing boats, playing handball, racquets and squash racquets and the several other outdoor and indoor games.

This change in public taste is bringing a change in the contents of the sports pages. For years they have been devoted almost exclusively to reporting professional sports events and "playing them" above every other kind of news. The newspapers are in the habit of printing two- and three-column wide cuts of some third- or fourth-rate boxer who lacks even a common school education, or a four-column cut of a professional ball player who is batting .367, while I doubt whether these same newspapers would print a one-column cut of the scientist who invents a cure of cancer. I have seen hundreds of two- and three-column cuts of Adrian C. Anson, whose two gifts in sport were ability to hit a light ball a long way and profuse profanity at a period some thirty years in the past, but I do not remember ever seeing a newspaper picture of Lister, who made the world a safer place to live in, and I have seen but few pic-

The Changing Audience

Few newspaper audiences have changed either in numbers or types as greatly as has the audience addressed by the sports editor. Bearing, as they did in former years, an odium that greatly curtailed their popularity and development, professional sports offered little of value to the producers of newspapers.

Today, the sports department has, probably, a greater following than has any other specialized department in the newspaper. And in the accompanying article, H. G. Salsinger, recognized as one of the country's leading sports writers, and editor of The Detroit News sports pages, tells how and why this change was brought about.

tures of Burbank, who made the world a more beautiful place to live in. Rembrandt died in poverty but William Harrison Dempsey, who will never be anything better than a second-class heavyweight boxer, demands \$500,000 to step into the ring and box for forty-five minutes.

The newspaper serves the public. Its main job is to give people what they want and as long as the public is willing to pay more than a million dollars to see a fellow like Dempsey, who was an ordinary hobo until he got into boxing, and a fellow like Firpo, who was a dock worker and bottle washer in an Argentine drugstore before he engaged in boxing, while each other less than five minutes as the public did at the Polo Grounds in New York two years ago, then the public is evidently much interested in sports. If the public interest in sport is far out of proportion, as I have tried to show it to be, then the matter is in other hands than those of the newspaper editors. Their aim is to give the public what it wants, and there you are.

The newspapers have helped create this lopsided condition by support and not by instigation, but the wind has taken another direction again and the sports pages are shaping a new course. Since the public is showing a liking for playing the game as well as seeing the game played, the aim of the newspapers is to concern themselves chiefly with amateur sport.

Baseball is losing patronage and there is no longer the interest in the game that it carried even a few years ago. The public is being weaned away from the professional diamond. Club owners are wondering why. Some blame the lively ball that has been used in the last five years, others blame the lack of interest on golf, others say it is the automobile. There are a number of reasons besides these. The chief reason is that the public is leaning toward amateur sport and gradually giving its patronage to the sport-for-sport's-sake offerings. The public is reaching the conclusion that professional baseball is really a professional amusement enterprise. Players are hired just as actors are. The aim of the player is to get as much money as possible for his services. The home town pride theory

is being lost in baseball. The man who represents Boston in the National League would much rather represent New York or Pittsburgh if given the same money that he gets in Boston.

This home pride in a baseball team has always seemed to me a shallow and quite often a ridiculous thing. I do not believe that there are sixteen players in the two major leagues who were born in the cities they represent. All want to belong to the team that pays the best salaries or the team that has the best chance of finishing in first or second place in the annual pennant races. The ball players

are hired performers and the home town pride business never enters into their reckoning.

The atmosphere in professional sports is far different from that in amateur sports. The reason that college football draws such enormous crowds and provides the thrills that it does, is because in college football you find a spirit and effort that is never apparent in professional play. The college man is fighting for love of college, classmates, glory. He has something to fight for. The professional has nothing to fight for. His one objective is the salary and there has never been a man who worked himself into a successful position by working for nothing more than pay.

Professional boxing presents the same condition. There are few boxing bouts worth seeing except the championship matches. Here the champion is forced to fight for

the glory and fortune that his title means to him. He is fighting for high financial stakes but he is also fighting for something more.

The spirit of the game is on the surface at nearly any amateur match. It is the spirit of play, of competition. Here you have the personal expression that the psychologists tell about. It is a spirit that is catching the public, and while professional sports have dropped in interest the amateurs are rapidly gaining.

Since the interest lies in amateur sports, in play for play's sake, the columns of the sport pages are becoming filled with the news of amateurs. The newspapers are doing what they have always done, catering to the public taste, and that taste lies more and more in the amateur field.

The Best Laid Plans—

Quill readers who anticipated that this issue of the Sigma Delta Chi magazine would be devoted to an historical account of the fraternity's development, must surely feel, after glancing through these pages and finding nothing resembling a history, that the veracity of The Quill editor can well be questioned.

But the announcement of the history number as published in the May issue was written in all sincerity—and there would have been such a number had the executive council and officers of the fraternity not deemed it wise—and properly so—to publish the history next spring when finances will permit the production of a much better book.

The history is really on its way, however, and those who are eager to hear the fraternity's skeletons come clanking from the closet, to see the successes and failures of Sigma Delta Chi paraded in print before public gaze, need but await the coming of spring.

Historian Mitchell V. Charnley has had to delve into all the files available, to scout through dusty attics and musty cellars to assemble the necessary data but he now has virtually everything well in hand. The one big and serious problem he has had to face is the lack of early copies of The Quill. It so happens that only meagre records are available for certain years of the fraternity's existence and Historian Charnley must depend on old copies of The Quill for his information.

So if you are one of those conscientious fellows who have tucked away copies of the magazine, won't you co-operate in this work by sending all magazines you have that were published prior to this year to Historian Charnley, 2704 Rochester Ave., Detroit, Michigan?

The Journalist Fiction Writer

By J. BERG ESENWEIN

Editor of The Writer's Monthly

THE newspaper is a school that has trained many brilliant writers of fiction. Why, then, do so many newspaper men knock in vain at the doors of the magazines?

It is, I believe, because they do not uniformly capitalize their advantages, on the one hand, and because they fail to recognize their handicaps. As a consequence, they too rarely work intelligently to overcome the obstacles that are inherent in their daily work.

The worth-while journalist does not enter upon his calling with a cocky conviction that he is to the manor born; he realizes that he must make himself. This sensible attitude naturally finds him alert to pick up the "how" of his new work, and so at length he learns to apply to the specific problems of newspaperdom whatever of disciplined knowledge he has gained in college or in the school of journalism.

For one thing, he soon begins to pick out the vital and significant from the mass of facts which confront him; to weigh the value of inferences; to estimate motives; to distrust first appearances; to seek always for the human interest, and to distinguish between mere fact and that which is news.

Soon or late, if he is destined to become a success, the newspaper man finds all these things deepening into subconscious tendencies in his mind, and of course they show more and more in his product.

On the score of actual writing, the journalist daily trains himself in the art of compression, in vivid yet not too colorful phrasing, in the precision and clearness of his sentences, and in the accurate denotation and connotation of his individual words.

In the composing of his news or feature story, he trains his sense of drama, of what really matters in human life, and all the while he senses—though he rarely pronounces upon—the finer values of heart and morals.

Now all this training, with much more that I have no time even to touch upon, is of tremendous worth to the journalist as a potential fiction writer. But does he realize it? Only in part, I am confident, judging from the hundreds of newspaper folk with whom I have talked and corresponded on the subject.

But before pointing out the specific way in which these advantages are of value to him as an embryo author of stories, it is important to recognize the clear handicaps that newspapermen suffer in their attempts at fiction.

First, there is the habit of probing always for facts and the fear of letting fancy have its rein. "Why don't editors take this story?" demands many a journalist. "It is true—so true that I could name every place and character, and prove every statement."

But, it must be retorted, fact and fiction are not one. Fiction must be shot through with the strands of fact, but it not only is not fact but it must not be fact. There is likely to be a vital difference between fact and truth. So one of the first lessons that the news-writer needs to learn is how to fictionize his

facts, how to liberate the greater reality that lies almost never on the surface of a sequence of events and, when dramatically handled and fictionally constructed, cause it to emerge to the reader as a true-seeming short-story, novelette or novel.

The second handicap that needs to be overcome is the average news-artist's lack of training in elaboration unless he has had some experience in reporting important events or occasions, and is himself "big" enough to warrant printing his name in connection with, say, his story of a gigantic disaster, an international complication, or a great convention, all his training is in compression, and compression has its demerits as well as its merits in the writing of fiction. The short-story writer is a weaver of fabrics in design, not an apothecary making a

A Man of Experience

Dr. Joseph Berg Esenwein, editor of The Writer's Monthly and head of the literary department of The Home Correspondence School, is recognized as one of the leading authorities on the subject of fiction writing. In addition to his wide experience as an educator, Dr. Esenwein has been active in an editorial capacity. He was manager of Booklovers' Magazine, 1903-5, and editor and manager of Lippincott's Magazine, 1905-14, following which he took up his present duties as editor of The Writer's Monthly.

Dr. Esenwein's books which are of principal interest to writers include, Writing the Short Story, Lessons in the Short Story, Short-Story Masterpieces, Studying the Short Story, The Art of Versification, Writing the Play, The Art of Story Writing, Writing for the Magazines, and Children's Stories and How to Tell Them. Dr. Esenwein has also contributed more than one hundred critical summaries to Charles Dudley Warner's Library of the World's Best Literature.

In the accompanying article which Dr. Esenwein has written especially for The Quill, he stresses the principal weaknesses displayed by newspaper men when they turn to fiction writing.

(Continued on page twenty-three)

PERSONNEL BUREAU NOW IN OPERATION

GOTHAM HAS NEW CHAPTER

Alumni of New York Now Organized Into Active, Enthusiastic Body

By Clinton E. Metz

New York has an alumni chapter! In a smoke-filled room at the Fraternity Clubs Building, last May, fifty men "signed on the dotted line." When the smoke had cleared away they found in their hands a petition for a New York Alumni Chapter, signed by fifty Sigma Delta Chi's. It happened as quickly as that—like a dream suddenly come true.

Heading the bugle call of Columbia Chapter, Sigma Delta Chi's from sixteen colleges gathered at a smoker for an evening of fun and gossip. Within a few hours they signed a petition, elected officers, and established permanent headquarters. Honorary Brother James Wright Brown placed his Editor and Publisher offices at the club's disposal, along with filing facilities and stenographers. Consequently Suite 1700 Times Building is always open to Sigma Delta Chi.

"Steam-roller" methods helped get the chapter under way. Lawrence H. Sloan, a Past President, acting as toastmaster, briefly outlined the need for a New York alumni association. He appointed a nominating committee, headed by Roger Steffen, another Past President, and then introduced the speakers. Each of these commenced on a different phase of journalism. F. Pierrot, National President George F. Pierrot, who delivered the principal address, rejoiced at the large turnout and said he felt sure that Columbia Chapter, would conduct a very active club. The Executive Council, he said, had long looked forward to the birth of such an organization.

Following President Pierrot's talk, the nominating committee recommended the following officers: For President, Frank P. Stockbridge, a former New York newspaper executive and now well-known author; for Vice-President, Joe H. McMullen, former New York Times financial writer; and for Secretary-Treasurer, Allan H. Keller, President of Columbia Chapter. All were unanimously elected.

Brown Comes To Fore
President Stockbridge assumed control at

W. M. Glenn



W. M. Glenn, charter member and first national president of Sigma Delta Chi, is now sole owner of the Orlando Sentinel, recognized as Indiana Florida's leading paper. Brother Glenn had been part owner of The Sentinel but on July 16 completed negotiations for the purchase of the half-interest owned by his partner, W. C. Essington.

EDITOR LEADS SCHOOL FIGHT

By Lawrence R. Goldberg
One of the largest student halls in the country—a fourteen-story structure to cost approximately \$2,000,000—is now being erected on the campus of Columbia University. It will provide Columbia with facilities for undergraduate association offices, editorial rooms, and restaurants specifically

PLAN DINNER FOR VISITORS

Chicago Alumni to Fete Delegates on Way to Convention

Plans are rapidly nearing completion for the national Sigma Delta Chi convention to be held at Boulder, Mont., November 16, 17 and 18. Montana Chapter promises much in the way of entertainment and the national officers, headed by President George F. Pierrot, promise equally as much in the way of business.

And it will be a gay crowd that gathers in Chicago on the evening of Saturday, November 14, to sample the hospitality of the Chicago Alumni Association over the set sail on the midnight train over the Union Pacific lines for Boulder. The Chicago Alumni Association, under the direction of Brother Mortimer Goodwin, is arranging a dinner for Saturday evening as a sort of send-off to the Sigma Delta Chi who will attend the convention.

To Have Special
Chicago has been chosen as a sort of rendezvous for all delegates from the east and middle west. From this point on, two special cars will take the convention-bound crowd, picking up delegates along the way as the train proceeds west. Brother Walter Humphrey, of the Montana Chapter, is reported as being the busiest man in the cowboy state these days. Brother Humphrey is arranging the entertainment details for the convention and has not only won the sympathy of the weather man but has arranged a program which, so it is reported, will give Boulder a warm spot in the heart of every delegate.

To better arrange the details for the convention, Brother Humphrey made a special trip from Colorado to Detroit, Mich., this summer to confer with President George F. Pierrot. "It was a long, tiresome ride," says Humphrey. "But we've got to put this convention over big."

WELLINGTON LEADER PLACES IN CONTEST

Henry Desk-in Wells (Texas '24) brought honor upon himself and the Wellington (Texas) Leader when, through his activities as editor, this newspaper won third place in a contest conducted by the Agri-

Call Issued For Old Quill Copies

Seeking to obtain every fraternity item of importance for the Sigma Delta Chi history, National Historian Mitchell V. Charnley is issuing a request that anyone having old copies of The Quill send them to him at his home address, 2704 Rochester, Detroit, Mich.

Only meager records are available for several years of the fraternity's existence and in order to make his history complete, Brother Charnley must bridge the gaps with the information he can obtain from The Quill.

No doubt, many members of the fraternity have been tucking the magazines away in the attic and, with little trouble, could supply the historian with the missing copies he needs. If you have any copies of The Quill published prior to 1925 won't you please send them in?

WORLD MAN IS HONORED

William Preston Beazell, known to newspaper men as the best reporter New York has ever produced, is now an associate member of Columbia Chapter. In 1921 Brother Beazell became Assistant Managing Editor of the New York World, after twenty-five years of active journalism, which included everything from feature and editorial writing to political reporting and special articles on aeronautics and economics.

Teaches Class

When the Pulitzer School of Journalism (Columbia) wanted a competent instructor a year or so ago, it chose Brother Beazell to teach Sunday Supplement Writing. He is an expert in that field.

Brother Beazell's reputation as a reporter extends beyond New York City. National wide fame was his shortly after the World War when he wrote the first journalistic survey of the development of the Air Service. U. S. A., and received official commendation from the Government. He covered another triumph in 1918 by covering the whole series of successful and vicissitudes transatlantic flights.

JOB SEEKERS TO BE SERVED

Prominent Newspaper Men Sponsor Enterprise of Sigma Delta Chi

"More jobs than men" is the latest report from Robert H. Tarr, director of Sigma Delta Chi's new Personnel Bureau, which began its operations on August 1.

Editors throughout the country have taken enthusiastically to the Bureau's offer of dependable, college trained men, so that thus far Tarr has had difficulty keeping up with the demand. He urges all members of Sigma Delta Chi—the Bureau does not serve outsiders—who wish a job, or a better job, to write him for a registration blank.

Quality Stressed

The Bureau is being operated along strictly quality lines. It promises editors that it will accept as its clients only those whose records indicate them to be first-class men, and that it will recommend for a given position only candidates who are fitted for that position. As a result of these pledges, editors are querying the Bureau with great frequency.

Among the prominent journalists who are on the Bureau's advisory committee are Kent Cooper, general manager of the Associated Press; Karl Bickel, president of the United Press; James Wright Brown, president of Editor & Publisher; Dean Walter Williams, School of Journalism, University of Missouri; Kenneth C. Hogue, Managing Editor Wall Street Journal; Willard G. Bleyer, director of journalism, University of Wisconsin; James A. Stuart, managing editor Indianapolis Star; Bruce Bliven, associate editor The New Republic; Walter M. Harrison, managing editor Oklahoma City Times; Arthur H. Brayton, managing editor Merchants' Trade Journal; Lee A. White, editorial staff The Detroit News; and M. M. L. Spencer, director school of journalism, University of Michigan.

The Bureau's service is free to prospective employers, and open to members of Sigma Delta Chi at a small fee. Editors, and members of Sigma Delta Chi wishing positions, are invited to write for information to Robert H. Tarr, director Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

GENERAL TEST GIVEN

executive and now well-known author; for Vice-President, Joe H. McMullen, former New York Times financial writer; and for Secretary-Treasurer, Allan H. Keller, President of Columbia Chapter. All were unanimously elected.

Brown Comes To Fore

President Stockbridge assumed control at once and asked the chapter to make suggestions, whereupon James Wright Brown offered "food and shelter." Brother Brown promised to pay all costs of circulating until the club could win financial independence and gave the body a home in the Times Building.

Tommasiero Sloan called on William P. Beazell, assistant managing editor of the New York World. As this was Brother Beazell's first meeting with Sigma Delta Chi, since his initiation into associate membership by Columbia Chapter, the toastmaster formally welcomed him. In his speech of acceptance, Brother Beazell smilingly confessed to being the "baby member," but he followed that with a remark with a thoroughgoing talk that showed he understood the fraternity's aims. Wright Brown, Honorary Brother James Beazell, Editor and Publisher, which he edited until recently and still owns, Brother Brown denounced the "chronicling of the inconsequential."

Urges Specializing

"The era of generalism in journalism has arrived," he declared. "To bring about an era of public service rests with individuals. The journalist of tomorrow must be a specialist. Specialists alone can combat the menace of propaganda, for clever press agents are outwitting even our best newspapermen."

Other speeches were made by Professor Charles P. Cooper of the Pulitzer School of Journalism, Past President Roger Steffler, Frank P. Stockbridge, president of New York Alumni Chapter, and Clarence W. Steffler, former president of Columbia Chapter.

National President Pierrot concluded the speaking program by outlining the plans he and other national officers have devised for a Sigma Delta Chi personnel bureau. On June 18 New York Alumni Chapter held its second gathering—a banquet. The chief speaker was William W. Young, old-time newspaperman and magazine editor. Brother Young deplored the tendency toward generalism in modern journalism. To prove that originality is waning, the speaker related how editors used to go to great lengths to obtain sensational stories. He maintained that newspapers of today are not "yellow" enough.

This statement startled Mr. Young's hearers and out of it grew a roundtable discussion of everything from tabloid papers to foreign news. Brother William P. Beazell, assistant managing editor of the New York World, and President Frank P. Stockbridge led the "debate."

START JOURNALISM CLASS

A course in journalism is being started this fall at Rutgers University. The course, which is made possible by a state appropriation, will be under the direction of Prof. Allen S. Will, formerly of the Columbia University faculty.

UNCOVER MURDER PLOT

Walter T. Heren and Ray Rummion, both graduates of the University of Kansas and members of the Kansas Chapter, were honorably mentioned in a recent issue of Editor and Publisher for the part they played when, as reporters for The Kansas City Journal-Post, they uncovered a murder plot. Heren, posing as a crook, gained the necessary evidence and aided materially in bringing about a confession from the guilty parties.

By Lawrence R. Goldberg
One of the largest story halls in the country—a fourteen-story structure to cost approximately \$2,000,000—is now being erected on the campus of Columbia University. It will provide Columbia with facilities for undergraduate association offices, editorial rooms, and restaurants specifically set aside for college men.

To the average New Yorker this means just another skyscraper on the island but to Columbia University undergraduates, alumni and faculty members, the authorization of this building by the Board of Trustees of the University marks the culmination of a thirty-year fight brought to a successful conclusion by the Alma Mater spirit and the enthusiastic perseverance of a college reporter.

Williams Credited

The reporter to whom is due the credit for accomplishing what hundreds of other enthusiastic Columbia men had failed to do after repeated trials is Richmond B. Williams, ex-editor-in-chief of the Columbia Spectator, official organ of the student body of Columbia University, and a member of Sigma Delta Chi. To Williams goes the credit for "selling" his own idea for a Students Hall to a group of men—the Board of Trustees of the University—consisting of several of the leading business men and educators in the country.

Williams, as editor-in-chief of the Spectator, realized that a Students Hall was the most pressing need at Columbia and so decided to make the topic the "piece de resistance" of the editorial and news policy for the year. During the summer and early fall of 1924 he made his plans for the campaign he was preparing to launch.

Check Statements

Starting December 12 there appeared daily in the news columns of the Columbia Spectator statements telling of the vital need for IMMEDIATE building of Students Hall, signed by various prominent Alumni members of the Faculty, and undergraduate leaders.

The statements were gone over carefully in the office, so that repetitions could be caught and prevented. Every day various aspects of the case were taken up. Then, too, there was a constant rotation of persons—Alumni, Faculty, athletic undergraduates and non-athletic undergraduate leaders, succeeding in a specific order so that the same type of interest never followed two days in succession.

From time to time there also appeared stories describing buildings, similar to the desired Students Hall, at other colleges—as Hart House at Toronto, the dining rooms at West Point, etc.

At three times a week an editorial took up some phase of the question, always pressing for immediate construction and showing the futility of further delay.

The editorial and news campaign in all its phases was carefully worked out weeks ahead of time and was focused upon February 2 as the date when events might culminate.

Resolutions Passed

As things progressed, Williams personally saw to it that each class in college passed a resolution in favor of the erection of Students Hall. Additional resolutions were passed by Student Board, official representatives of the student body of the college, and other college organizations. Williams also interested the Alumni body, the Dean of the college, and went so far as to enlist the aid of two Trustees.

He got them to exert influence to supplement the appeals appearing from day to day in the Spectator.

The result was that all Columbia found itself working to put the campaign across and by February 2 Williams had sold his idea and the Board of Trustees approved the immediate construction of the hall.

PLACES IN CONTEST

Henry Deakin Wells (Texas '24) brought honor upon himself and the Wellington (Texas) Leader when, through his activities as editor, this newspaper won third place in a contest conducted by the Agricultural and Mechanical College of Texas to determine the county papers in that state which were rendering the most worthwhile service to their communities.

At the meeting in which this award was made, Moulton "Ty" Cobb, another Sigma Delta Chi from the University of Texas, was elected vice-president of the Agricultural Writers' Association of Texas.

NORTH DAKOTA MEN WIN SCHOOL HONORS

Thirteen members of the North Dakota Chapter of Sigma Delta Chi have been elected to the men's senior honor society during the past three years. This organization, Iron Mask, has a membership limit of eleven men from any one class and the fact that Sigma Delta Chi men have been elected in so many cases is regarded as an achievement. Since its establishment in 1922 the fraternity has averaged three or more senior honor men in each class.

The names of the men who have been elected to Iron Mask follow: Ralph Curry '25, Armin Rohde '25, Charles Burke '25, Peter Burton '25, Charles Evans '25, Maurice Ryan '25, Leslie Edwards '24, Alvin Retzlaff '24, Alvin E. Bye '24, Walter Foley '25, Paul Samuelson '25, George Fraser '25.

Curry was one of two juniors elected in May of this year. Other members of his class will be elected in the fall. One man, elected to Iron Mask while a pledge, was not initiated into the profession. His name is omitted.

SELL ARTICLES

That classes in journalism offer students immediate financial return is evidenced by sales announced by Otis H. Miller, instructor in feature writing at the University of Wisconsin. According to Miller, more than \$2,000 worth of special feature articles have been sold by his classes to leading magazines and newspapers.

Now Is The Time For All Good Men--

to solemnly swear that if ever they change their addresses they will immediately notify the editor of The Quill so that he may correct his circulation cards.

With the receipt of the Quill questionnaires which were sent to all members of Sigma Delta Chi recently, came the discovery that many addresses on the Quill circulation list were incorrect. This is incorrect addresses were due wholly to the individual members who, through negligence, failed to notify their addresses. Rolling stones gather no moss—and they can't expect to gather any Quills if they don't keep the Quill office informed of the direction of their rollings.

War when he wrote the first journalistic survey of the development of the Air Service, U. S. A., and received official commendation from the Government. He scored another triumph—a \$500 by covering the whole series of successful and attempted trans-Atlantic flights.

Beginning his career at the age of twenty, Brother Beazell served on the staffs of six different Pittsburgh papers: the Leader, Commercial Gazette, Times, Post, Index, and Bulletin. In 1910 he transferred to New York City and The World.

The new Columbia Associate is a graduate of Allegheny College. He lives in Forest Hills, Long Island, New York.

RESTRICTIONS ARE URGED BY MONTANA

In voting against the petition of Butler which was submitted to chapters of Sigma Delta Chi last spring, Montana Chapter passed a resolution which, since it sets out definitely a policy to be followed in voting on petitioners in the future, should be of interest to the fraternity as a whole.

The Montana resolution follows: "Whereas the Montana Chapter believes in the value of the national and local bodies of Sigma Delta Chi, national professional journalism fraternity, as an organization for the development and furtherance of journalism as a profession and as an instrument by which student journalists may gain a greater knowledge of the ethics of a greater and broader journalism, We the members of Montana Chapter, Sigma Delta Chi, assembled in regular meeting April 12, 1925, unanimously resolve:

"That the Montana Chapter go on record as being opposed to the admission of any petitioning group or body who aspire to membership in our national organization unless that group or body is shown to be a representative group of students in journalism who are attending an institution where the journalism school and faculty is recognized and admitted to membership in the National Association of Schools and Departments of Journalism."

"That the Montana Chapter of Sigma Delta Chi will ever oppose the petition of a group that does not represent the school or department of journalism that has been so recognized by the national association above named."

"That the Montana Chapter send a copy of this resolution to the national secretary of Sigma Delta Chi."

TOUR MEXICO

A three weeks' tour of Mexico was planned for this summer by journalism students of the University of Missouri. Those in the party included Prof. Frank L. Martin, Charles W. Scarritt, Jr., Frederick McPherson, Robert A. Hereford, Earle S. O'Day, James A. Folz, Paul C. Fung and Edwin Moss Williams.

RECEIVES GIFT

The School of Journalism of the University of Missouri is the recipient of a stone from St. Paul's Cathedral, London. The stone was presented by British journalists through the courtesy of Lord Burnham, proprietor of the London Daily Telegraph.

TO EDIT DAILY ILLINI

W. R. Deuel, president of the Illinois Chapter, will edit The Daily Illini this year. Deuel and Chic Schwarz, also of the Illinois Chapter, were elected to the senior honor society at the university last spring.

information to Robert D. Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

GENERAL TEST GIVEN ADVANCED STUDENTS

With the view to determining the practicality of weeding out incompetents in the field of journalism, by means of examination, Prof. Lawrence W. Murphy, Chi national vice-president of Sigma Delta Chi, and a member of the journalism faculty, University of Illinois, last spring gave advanced journalism students a test from which the following questions are examples: (Reporting) Criticize the following news story. Try a different lead on it, rewriting the first 200 words: (article followed).

(Copyreading) What are the important things to remember about the law of libel?

Compare Sources

(Editorial Writing) Compare the sources from which an editorial writer obtains his material with those from which a reporter gets his and show the importance of each source to both the reporter and editorial writer.

(Ethics) What are four causes of faking and four effects of it?

(History of Journalism) Outline the important developments in the struggle for freedom of the press, giving dates and identifying adequately the periods or events. (Literature) Name ten great essays by English writers and name their authors and the approximate time of appearance.

(History) What determines the reliability of material in history books? Be specific. (Sociology) Explain the advantages and disadvantages of public opinion as a means of control.

(Economics) What is the theory of the business cycle?

Atomic Energy

(General Information) What is meant by atomic energy? Name five living scientists of distinction.

(Political Science) Name six important measures that have been acted on by party vote in Congress during the past four years. How do you distinguish between government and politics?

There were ten questions on each of the above subjects, the examination lasting two days.

"If the beginners are stimulated and improved and brought to a higher standard in performance and outlook, there is great hope for a better and more dignified profession," said Prof. Murphy in commenting on the examination and the advisability of licensing reporters.

COLUMBIA MEMBERS WIN SCHOLARSHIPS

The Sackett Graduate Scholarships were awarded to two members of the Columbia Chapter, Clarence W. Steffler, of Pittsburgh, Penn., and George R. Geiger, of New York City. The scholarships, which are given by Mr. Henry W. Sackett, of the faculty of the Pulitzer School of Journalism, entitle the winners to free tuition for a year of graduate study for the degree of Master of Science in Journalism.

Steffler was very active as president of the Columbia Chapter during the past year, as well as Chairman of the Editorial Board of the "Columbia Journalist," the school's annual publication. Geiger was the first newspaper man to go through the tube of the new Hudson River Vehicular Tunnel, after the outer shell of the tube was completed last autumn.

THE QUILL

The Quill is published by The Alumni Press, University of Michigan, Ann Arbor, Mich., in the months of January, March, May, September, October and December. It is devoted exclusively to the interests of journalism in American and Canadian colleges and universities.

Official publication of Sigma Delta Chi, international professional journalistic fraternity, founded at DePauw University, April 17, 1909.

MARK L. HAAS
Managing Editor

All editorial matter for The Quill must be mailed to the managing editor, Mark L. Haas 2716 Rochester St., Detroit, Mich. Absolute deadline is the twenty-fifth of the month preceding the month of publication. All copy must be submitted gratis. The Quill welcomes editorial contributions from non-members of the fraternity as well as members.

Entered as second-class matter at the postoffice at Ann Arbor, Mich.

Subscription rates: \$1.00 per year, in advance, to both members and non-members; Life, \$20.00.

SEPTEMBER, 1925

MANY a choice opprobrium has been hurled at the proverbial cub reporter who, after having been assigned a wedding, returned to the city editor without a story but with an alibi that has since made him famous—"I couldn't get any story because the bride was murdered just before the ceremony was to take place."

And because he failed to see in the newly created situation a story that would have put any wedding account among the classified ads, this now historical figure has taken place with the strange gentleman who provided news by biting the dog instead of letting the dog bite him. Both these characters have not only carved for themselves a distinct niche in the profession of journalism but they have also provided college professors with examples which bear the same relation to the student that the bug-a-boo man or goblin bears to the wayward infant.

We concede that the embryo news writer erred miserably when he failed to scent the value of the murder story and we would seriously recommend that his olfactory organ be treated so that he might justifiably be classed with those who have noses-for-news, for, of course, one can't be a reporter unless he be properly provided with a nose-for-news, can he? But conceding these things, we go no further in the condemnation of this abused figure—in fact from that very point we come to his rescue and even give him a friendly and encouraging slap on the back—not because he saw no news in a crime story, Mr. Reformer—but because he had sense enough, even though that sense be unconscious to himself, to not bluff through a story nor attempt to write a story on a subject about which he knew nothing and on a situation he was far too inexperienced to handle.

Bluffing in the newspaper game corresponds in no way to bluffing in poker. You may hold a sickly pair of deuces in poker and make the other fellow

think you have a straight flush. But the city editor has the cards stacked against you—he can read the backs just as easily as the faces and he knows your hand as well, yes even better, than you do.

Now compare this cub reporter about whom we have been writing, with the seasoned star who, disdaining to attend the nuptial ceremony, called up ahead of time and got all the dope in advance even down to the number of orchids in the bride's bouquet. He wrote a touching story, you will remember, elaborating in the customary society phrases on the manner in which the Miss Mathilda Brown became Mrs. Joshua Jones, nee Mathilda Brown. Yes, he wrote a beautiful story and would have got away with it if the rival paper hadn't come out with a banner head stating in rather grewsome terms that the bride-to-be was murdered instead of married—lilies instead of orchids.

So, perhaps, our cub reporter didn't pull such a Merkle after all, eh what?

The practice of bluffing a news story, taking things for granted instead of ferreting out the truth, writing on subjects about which nothing or only a few of the facts are known, is far more serious, more open to condemnation and ridicule than the act committed by the proverbial cub who saw no story in the murder. And it is a practice that has brought and will continue to bring reporting careers to an abrupt and disgraceful end.

Take, for example, the young and enthusiastic reporter who professed a thorough knowledge of baseball in order that he would be chosen for an opening on the sports desk. He figured anyone could write up a baseball game and he laughed up his sleeve (figuratively) when he was chosen for the position and sent to cover a big league game. He decided to add suspense to his story—to make his yarn so dramatic and full of action that it would stand out as the prize story of the year. His intentions were good but his story, in part, ran as follows:

"Victory for the Reds seemed almost hopeless for within a few minutes the great gong would sound and the game would close.

"Now boys, you mustn't get discouraged. As long as there are a few minutes left, there is hope,' encouraged their captain.

"There were two men down and only five minutes to quitting time. A tall, manly looking fellow took the base. He had a look of determination in his light gray eyes as he strongly grasped the bat and stood with his eye on the pitcher. Cheer after cheer rose to the lips of his teammates, 'Rah, rah, rah, rah, rah! Do your bit Ernest, old fellow, show your grit!'

"The pitcher threw a sharp, swift upper curve but the second ball seemed more to his liking for as it came he straightened himself, threw his shoulders back and struck the ball with a force that seemed to send it to nowhere.

"Heedless of the cries, Ernest kept on and on but when only a few inches from the home base the ball came whizzing behind him. It looked as if it might have been aimed at his head for it struck Ernest

just behind the right ear and he fell with a thud. The last he remembered was touching the base with his muddy hand and hearing the crowd cheering as if mad, 'What's the matter with Ernest? He's all right! Rah, rah, rah!' On examination it was found that Ernest had broken his leg."

Honest now, which is the boob, the cub who lost a good chance to write about a wedding or this alleged sports writer who thinks baseball is operated by an alarm clock and that big league players go running around shouting "Come on Ernest!?"

It is the toying with facts either through the medium of bluffing or writing on subjects about which one knows nothing, that has brought that odious exclamation, "Oh, that's just a newspaper story!" Thus does bluffing prove a boomerang causing the public to lose faith in the newspaper and the newspaper to lose confidence in its reporters.

Take as a final example of the extents to which bluffing can lead one, the cub reporter's story of an exhibition airplane flight. He realized that he knew nothing about airplanes, had seen a plane only at a distance, but he figured that with the few facts he gleaned from the aviator he would be able to produce a story that would thrill his readers. He did—and who wouldn't be thrilled by a story built up on such imaginings as the following paragraph reveals:

"But before Aviator Cox could reach his landing field and safety, a heavy fog crept in from the ocean and blotted out the earth completely. Hoping to establish his location, Cox forced his plane toward the ground and was swooping downward at a rapid rate when suddenly there loomed up before him and less than a hundred yards away a church steeple. Blowing his fog horn to warn those within the church of the impending disaster, Aviator Cox started heaving his sandbags overboard. The plane rose immediately and, luckily for this intrepid flyer, whirled over the steeple, missing it by inches."

Certainly a person wouldn't be so cruel as to inform the budding young journalist that fog horns, sandbags, and airplanes are not close associates.

So if you must choose either to go back to your city editor without a story or to bluff along on something about which you know nothing, just remember that the cub reporter who failed to get the murder yarn wasn't such a sap after all.

VICTOR Fremont Lawson, national honorary member of Sigma Delta Chi and an outstanding figure in the newspaper realm of America, has passed on.

To members of the newspaper profession, the mention of Mr. Lawson's name calls to mind that great institution, The Chicago Daily News, which ever will remain as a monument to his unswerving independence and the sagacity and great energy with which he applied himself to his journalistic duties. It was in July 1876 that Mr. Lawson took over the business management of The Chicago Daily

News, which had previously been established by Mr. Melville S. Stone. In 1888 Mr. Lawson purchased Mr. Stone's interest in the paper and became sole proprietor. He made his paper absolutely independent and that at a time when newspapers were having difficulty breaking away from party ties. This independent policy, however, enabled Mr. Lawson on many occasions to serve valiantly in the municipal elections of his city as well as in the political campaigns of the state of Illinois.

Members of the newspaper profession will also always associate the name of Victor Fremont Lawson with The Associated Press. In addition to being one of the founders, Mr. Lawson served for more than twenty-five years as a director. Under his guidance and that of his associates, this great news distributing organization developed from an humble beginning to its present undisputed strength.

In private life, Mr. Lawson was recognized as one of the most unassuming of men. In spite of his age, which was seventy-five, Mr. Lawson persisted in taking an active part in the affairs of The Daily News. Although his charities were known to have been large, he carefully kept them a secret, giving only with the understanding that knowledge of his aid was never to become public property.

His will, recently made public, stands as evidence of his generosity.

Among the hundreds of tributes to Mr. Lawson that have been voiced since his death, probably that of Vice President Dawes serves best to mark the deceased journalist in the hearts of newspaper men:

"The death of Mr. Lawson is an irreparable loss to Chicago and Illinois and to American Journalism," said the Vice President. "He has demonstrated that dignity, high pressure, cleanliness, and conviction in journalism are not incompatible with great business success."

Public Appreciation

I stayed up till past two-thirty,
When the yarn was due to break,
I was cold and wet and dirty,
Every bone possessed an ache.
I was hungry—hadn't eaten
Since at noon the day before,
But I swore I'd not be beaten,
So I stuck ten hours or more.

'Twas a feature—booze was flowing,
Meant a scoop—I'd got the tip
From old Squint Eye, who was crowing
How he'd give the cops the slip.
Well, I got the dope, and brother,
There were loads of booze and men,
And you'll never see another
Yarn as good as that again.

I supposed the town would revel
In the scandal I had stirred,
But, now isn't it the devil?
Here's the comment that I heard:—
"Just some fool reporter's ditty."
"Folks with sense won't give it heed."
"Couldn't happen in OUR city."
"Can't believe a thing you read."

Capitalizing On The Great Outdoors

By HOWARD J. PERRY

Outing and Automobile Editor, The Tacoma Ledger

THIS is a moving age, literally as well as figuratively. That fact is patent. In other words the world is on the go. Whether it is a craze of the moment or a fundamental principle long imbedded in our natures and now offered an outlet through the medium of the automobile, is hard to say. I will take the latter point of view and maintain that we are all at heart a Ulysses, or a Columbus or a Magellan and that the automobile has made it possible for us to realize on this inherent trait.

Therefore when you have a condition like that with the South trading places with the North, the East with the West and the mountain people with the valley residents and so on, there is bound to be a mutual topic of interest—"Where to Go."

To the advertising manager looking for the number of lines per, this is his cue. He takes the stage with his "Where to Go" department and starts his advertising solicitors out to comb the entire list of possibles, who might have something to sell this mob of scenery seekers. The result is the outing department with possibilities, when they are considered, that make one gasp in amazement and the business office lick its lucrative chops.

Nature bountifully planned the Puget Sound country as a summer playground for the rest of the country. That statement has ceased to be an advertising slogan and has become a fact. Within the past three years with the advent of extensive highway improvement, resorts big and little have sprung up from the tops of the Cascades to the shores of the Sound.

Viewing this array of chicken dinner inns, swimming and picnic places as well as hundreds of lodges of various sizes and conveniences, it would indeed be an apathetic publisher who could not immediately see untold possibilities.

The Tacoma Sunday Ledger entered the field. When the question arose where the outing section should be placed, the automobile editor came forth with his department. He argued that his particular readers were the very ones who would be outers

and the outers would be the very ones interested in the automobile. The combination would be excellent, he declared, and won.

The next step was the establishing of a where-to-go department. It was evident that a service similar to this should be inaugurated where the readers could get accurate information by telephone or letter or personal call, on the various places of interest and, of course, offering an excellent leverage on the advertisers, who could detect results from their advertising.

Up to this point it was purely an advertising department job. The question of filling the remaining thirty per cent on each page with news was not given a great deal of thought. The long shears and messy paste pot could serve that duty well.

It did the first and second season. Actually everybody advertised. The list of prospects included besides the resorts, bathing suit manufacturers, ice cream companies, sporting goods stores, etc. It was indeed the land of milk and honey and what is more the "goers" went.

But the tide began to lower and the old snag appeared. The "goers"

returned and we discovered that in some cases our information bureau had let its enthusiasm get the best of its better judgment. The beautiful motor inn "set in the very heart of nature's paradise" proved to be more or less of an advertising circular myth so far as beautiful and paradise was concerned.

Added to this there sprung up a more critical seeker of information. He was not merely content with the information of where to go, but he wanted accurate data on fishing; what kind of bait; when they were biting best; the proper method of packing a horse; how the trails were ten or fifteen miles back in the mountains and the nearest source of food supplies and countless other questions that made the girl in charge of the bureau gasp in blank astonishment.

Then too, came the problem of maintaining an audience. At first the initial group of readers proved to be rather hardened and experienced "goers" but we wanted to appeal to Mr. Business

Cracking the Hard Ones

In your career as a reporter have you ever had any novel experiences trying to get a story out of someone who didn't want to give it to you? Or in covering your regular run have you devised a short-cut method of getting the news—have you discovered some means of "educating" your news sources so that picking up the essential facts comes easy?

For if you have—or if you have any pet schemes or ideas that make the reporter's life a bit easier, a bit more pleasant—The Quill wants to know all about it. And sometime, just as soon as possible, the letters that this announcement brings in will be published in these pages.

You know, if everybody co-operates, it might be possible to make newspaper work as enjoyable as some of the other professions.

Man, who, we knew, sat at home Sunday envying the fellow and his family who could start out on a trip, but laboring under the illusion that it was a task that demanded experience and natural ability.

The present more or less common statement that the public does not believe what it reads in the papers or at the most only half of it, fails to hold water concerning the outing department. We have found in this department that Mr. Reader takes us too literally and he is not slow to let us know what he thinks when he gets the idea we might be wrong.

This is particularly true in the case of road information. The outing editor might describe a road as "good" as compared to "excellent," but it would make Webster turn over in his dust to see the way some people define the word "good." I don't believe there is anything that creates more discussion or brings a greater flood of letters than a misunderstood road report.

Of course the fishing information is very difficult to give. Let the editor come back and say he caught the limit of fish on a certain stream. The next Sunday some several hundred disciples of Isaac Walton start out. I have actually thought sometimes that certain readers have interpreted the phrase "caught the limit" to mean that the fish swam by the shore and jumped in the creel and that the only thing to do was to keep pushing them back when they attempted to flop out again.

There has also risen a demand for new places to go. At first the "goer" was content to visit resorts, but this soon staled and with the blood of a Columbus or Drake in his veins, he wanted to go to some new place. He wanted to get off the beaten track. He wanted to leave his car and pack in for a day.

I wonder if the Easterner can fathom our problem. Just, for instance, there are some few thousand lakes in Western Washington, many of which are known by three or four names and are located in the very rugged heart of the Cascades. Daily there come calls for directions and information on such and such a lake somewhere east of Tacoma. Now somewhere east of Tacoma means sixty or seventy miles of mountain range most of which is still unsurveyed with only ranger trails tracing their way uncertainly through the forests.

Those are a few of the problems we have encountered and what is more we have gotten into

something we couldn't get out of if we tried. Drop the outing department tomorrow and still the questions would flow in, and to refuse to answer would be circulation suicide.

So we have tried to meet the problem. In the first place we insist upon visiting every resort and if we feel one is not up to standard or there is an effort to overcharge, we refuse to take any advertising and are careful about listing it. On the other hand we give out information on every good resort no matter whether they advertise or not. We try to stimulate interest in the outdoors by continually finding pleasant little spots where the novice can go for an afternoon. Once he gets the taste of a

lazy June afternoon along some chattering mountain stream, inoculation is almost immediate and he soon becomes a chronic "goer."

Our news source is varied. Road reports from all sections including articles prepared by the forest service on fire protection and other vital information are always used. But the bulk of material must be prepared first hand. We have a policy of giving each advertiser a story and picture. The picture is the principal thing as the reader gets more from that than anything else.

There is such a wide range of interest and so little written about it, that it devolves upon the editor to be a veritable book of information. Right here a sound bit of warning is timely. If you are going to edit an outing section ask yourself first if you are a natural dyed-in-the-wool outer. You won't only have

to like it, but you'll have to live it seven days of the week. Then after you have been at it several years be prepared to admit to an argumentative dude or chechako that you don't know a blame thing about it.

It would prove a pioneering field in many sections of the country but what editor shuns pioneering? There is always an attraction to being the first to do something—particularly something that is appreciated by newspaper readers as much as are the outing pages.

And, after all, there is pleasure in it—there is the feeling of accomplishing something worthwhile—of offering a service to your reading public that will create confidence and good will for your paper. And perhaps, after all, this is compensation enough for the trials and tribulations that ever confront the man who seeks to please an exacting and critical public.

The Open Road

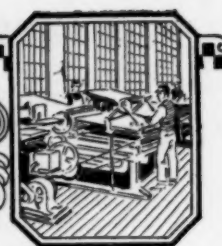
It may be the tang that is in the air,
It may be the flowers one sees,
Or, it may be the sun's untainted glare,
Or the rustling of the trees,
But whether it's air or the glistening sun,
Or flowers in their abode,
I'm telling you now that I am the one
Who loves the Open Road.

I picture a stream that is clear and cold,
A woods so cool and damp,
A chattering squirrel so pert and so bold
Perching near—a vagrant tramp,
I picture the sward that Nature has laid,
Where human never strode.
It's wonderful there in that hidden glade,
Beside the Open Road.

Oh, give me the wheel of a high strung car,
With gas and oil enough
To carry me out where the woodlands are
And wandering roads are rough,
Where humans like me can just slip away
To live by Nature's code.
Yes, give me a car and a holiday
To spend on the Open Road.



WITH SIGMA DELTA CHI AFIELD



Norman J. Radder (Wisconsin '17) associate professor of journalism at Indiana University, read copy on the Christian Science Monitor this summer. Radder, who is author of "Newspaper Make-up and Headlines," formerly was on the editorial staff of The New York Times and the Philadelphia Public Ledger.

* * *

Elliott J. Nugent (Ohio '19) is responsible for another stage success in "The Poor Nut," a comedy that is running "Kempy," an earlier Nugent production, a close second for popularity. The hero, played by Nugent, is a track athlete at Ohio State but one who has quit the sport because of a most troublesome case of inferiority complex. But along comes the miss who banishes this so-called complex and starts "The Poor Nut" on the right track again.

* * *

Herman Roe (Minnesota) has been elected president of the Minnesota State Fair. Roe had served six years as a member of the board of managers from the third congressional district in Minnesota. He is proprietor of the Northfield News and holds a number of high positions in his community.

* * *

H. H. Herbert (Illinois '12) director of the school of journalism at the University of Oklahoma, was one of the judges in a newspaper contest which resulted in The Fairfax Chief, Fairfax, Oklahoma, being awarded a cup for having the best front-page make-up.

* * *

Deane H. Dikason (Colorado) won high commendation from The Japan Advertiser, published in Tokyo, because of the manner in which he handled publicity on the world cruise of the Empress of France. "Thanks to his zeal in making accessible information about the ship and passengers, the Empress of France has gained the name of 'reporter's paradise,'" says The Japan Advertiser in a column story accompanied by a one column cut.

* * *

Carl B. Livingston (Virginia '13) had an article, Carlsbad Cavern, in The Wide World Magazine of July. Livingston is a member of the law firm Dow & Livingston at Carlsbad, New Mexico.

* * *

Walter S. Campbell (Oklahoma '15) of the English faculty of the University of Oklahoma, is the author of several "Balads of Kit Carson" published in a recent issue of the American Mercury.

* * *

Beverly Gnaedinger (Columbia '20) has resigned from the rewrite desk of the Standard News Associ-

ation, New York, to become rewrite man and reporter on The New York Commercial.

* * *

Nelson H. Partridge, Jr. (California) is now associate editor of Sunset Magazine. He resigned from the position of managing editor of Western Advertising to take his new post.

* * *

E. K. Gaylord (Oklahoma) editor-in-chief of the Oklahoman and Times, Oklahoma City, was recently elected a director of the Southern Newspaper Publishers' Association.

* * *

W. M. Glenn (DePauw) editor and publisher of the Orlando Sentinel, Orlando, Florida, has been elected president of the Florida Press Association.

* * *

Herrick B. Young (Indiana) has taken a post in the American College at Teheran, Persia. Young sailed last July.

* * *

Professor Roscoe B. Ellard (Missouri '17) who established and for five years headed the journalism department of Beloit College, has resigned his post to accept a position at Washington and Lee University, Lexington, Va., as head of the school of journalism there. During the past summer he attended the University of Missouri where he obtained his Master of Arts degree by research work in Oriental Journalism.

* * *

Willard M. Kiplinger (Ohio) is having considerable success with his Kiplinger Washington Letter and is serving many large banks and business houses throughout the country with his private Washington correspondence.

* * *

Alfred Erikson (Oregon '24) is sporting editor of the Walla Walla (Washington) Bulletin.

* * *

Franklin Parsons O'Brien (Cornell '19) is vice president of the Cooley Manufacturing Co. of Chicago. This company manufactures wire and wire articles.

* * *

Kirby E. Torrance (Washington '17) is editor and publisher of the American Falls (Idaho) Press.

* * *

Oscar Anderson (O. A. C. '24) is cashier and director of the First National Bank of Linnton, Ore.

* * *

Albert E. Graham (Washington '24) is editor of the outing and resorts section of the Tacoma (Washington) Tribune.

Frank Dewellya Ballard (O. A. C. '16) is handling extension work in agriculture for Oregon Agricultural College.

Ernest R. Boileau (Marquette '21) is reporter on the Wausau Record-Herald, Wausau, Wisconsin.

Ralph J. Kelly (Nebraska '24) is assistant manager of The Atkinson Graphic, Atkinson, Nebraska.

R. C. Budlong (Grinnell '18) is associate editor of The National Underwriter and editor of The Casualty Insurance, both published by the National Underwriter Co. of Chicago.

Kenneth C. Crawford (Beloit '24) is with the United Press Association at Chicago. He handles rewrite.

Lyman Bryson (Michigan '10) is an extension lecturer for the University of California on international politics. He is a regular contributor to Atlantic Monthly, New Republic, and writes fiction for general magazines.

John Rimer Fleming (Cornell '22) is extension news editor at Ohio State University.

Horace B. Ward (Knox '22) is field scout executive for the Greater Springfield Council, Boy Scouts of America, at Springfield, Mo.

Lorenzo W. Linville (Denver '17) is office manager for the Bradford Robinson Printing Co. at Denver, Colo.

E. W. Davidson (Kansas '12) is managing editor of Coal Age, published by the McGraw-Hill Co. of New York City. Davidson lives at Pelham, N. Y.

Ralph Stigman Hay (Beloit '16) is publisher of the Rockville Tribune, Rockville, Indiana.

Clayton V. Bernhard (Wash. State '24) is news editor of the Coos Bay Times, published at Marshfield, Oregon.

Fred B. Judges (U. of W. '22) is editor of the Evening Recorder and Morning Olympian, published at Olympia, Wash.

Carl S. Shoup (Stanford '24) is reporter for the New York World, working on the Sunday Magazine Section.

Harry Butler (Maine '20) is house officer, Staten Island Hospital, Staten Island, N. Y. He has an M. D. degree.

B. N. Mills (Grinnell '06) is managing editor of the Bankers Life Bulletin, published by the Bankers Life Company at Des Moines, Iowa. He is assistant secretary and advertising manager of the company.

John C. Cook (Purdue '24) is field editor of Southern Engineer, published by W. R. C. Smith Publishing Co. at Atlanta, Ga.

R. G. Grassfield (Iowa '15) is editor of the Florida Realty Journal, published by the Florida Association of Real Estate Boards. His home is in Orlando, Fla.

Wilbur C. Peterson (Columbia '25) has secured the position of editor of the weekly News-Messenger at Marshall, Minnesota.

James C. Leonhart (Columbia '25) is now a reporter for the Baltimore Sun.

Theodore M. Bernstein (Columbia '25) has obtained a position on the copy desk of The New York Times.

Arthur R. MacKen (Columbia '25) is reporting for the New Bedford Standard, New Bedford, Mass.

Dwight L. Pitkin (DePauw '25) editor of The DePauw, 1924-25, has accepted an offer with the South Bend (Indiana) Tribune.

Volney B. Fowler (DePauw Associate) has been made managing editor of The Indianapolis Times.

Eugene Thackrey (DePauw '23) is head of the copy desk on The Washington (D. C.) Post.

Earl O. Ewan (DePauw '22) is with The Honolulu Advertiser, Hawaii.

Julian D. Hogate (DePauw Associate) editor of The Danville (Indiana) Republican and father of Kenneth C. Hogate, managing editor of The Wall Street Journal, has made an award of ten dollars to the student in the journalism department at DePauw who writes the best essay on The Party Press: Its Advantages and Faults.

Clark G. Ashworth of the Toronto Chapter is one of England's latest acquisitions from this side of the water. He is at present on the staff of the London Express as the result of a favorable impression made upon Lord Beaverbrook in an interview.

G. F. Bannerman, President of the Toronto Chapter, is writing crop reports throughout the Canadian west for the Canadian Press Association.

R. S. Atkey of the Toronto Chapter has become a leading light in journalism of Western Canada. He is on the desk of the Calgary Albertan.

An important addition to the graduate membership of the Toronto Chapter is J. F. B. Livesay, of the Canadian Press Bureau, Toronto.

What Can Sigma Delta Chi Do?

By LAWRENCE W. MURPHY

Second Vice President, Sigma Delta Chi



THE splendid service of chapters of Sigma Delta Chi in the upbuilding of professional courses and a professional spirit in journalism is one of the significant phases of the many sided activity of the fraternity.

Teachers in schools and departments of journalism are indebted to the active chapters for much that has reflected credit upon instruction in journalism, and it may safely be predicted that the continued co-operation of chapters and faculty members will hasten the adoption of higher standards for regular newspaper and magazine work throughout the country.

Here and there an isolated chapter or a new teacher may ask, "How can Sigma Delta Chi be useful?" The answer is in the record of the more active chapters and it indicates that the fraternity can be most helpful by doing in all parts of the country some of the things that have been done in several places.

What some of the useful activities may be and to what extent they may be useful may be judged from the following illustrations:

In one of the state universities in which Sigma Delta Chi maintains a chapter the administrative committee was not in sympathy with the idea of expansion of the classes in journalism into a separate department or school. The chapter, in executive session, discussed the matter and decided to launch a publicity campaign to place journalism in a favorable light before the university authorities.

The campaign was outlined and members agreed to take charge of certain parts of the work. The plan included the placing of information before the student body as a whole, developing a certain attitude among the students enrolled in journalism classes, bringing the needs of the school before the state press association, interviewing state politicians and office holders, including the governor, calling on members of the faculty who were friendly to the department idea, and devising and carrying out projects for influencing those faculty members who were not in sympathy with the work in journalism.

In seeking to bring about the creation of a separate department and a more highly specialized course the members employed many channels and many devices for calling attention to the journalism division of work. A university press club was kept alive as a unit through which to report speeches bearing upon journalism, a number of activities were started to keep journalism students and department interests before the public. Every possible use was made of publicity. From the press club float in the homecoming parade to the all-university journalism convocation and a radio pro-

gram, the campaign was pursued with diligence and effectiveness.

Officers of the state press association were brought to the campus or, when they could not come, the students went to the state press association; exchange items relating to progress in schools of journalism at other institutions were printed in the student paper; the progress of journalism was reported and sent to the newspapers in all parts of the state; journalism students vied with other students in winning general university and campus honors; they founded an inter-high school press association and an inter-college press association; they interviewed members of the faculty; they drew up and secured hundreds of signatures on petitions which they presented to the faculty—asking for more classes in journalism, for a school of journalism, for a department of journalism, a printing plant, a blanket fee for the student paper, student control for student publications, a literary magazine, a humor magazine, a daily in place of a weekly.

The result was sure and swift. Even before the university had definitely established an independent department of journalism the state legislature had passed, and the governor had signed, an appropriation for a school of journalism at the university. The separate department and the raising of the requirements for graduation in journalism followed. At the same time, and without duplication of effort other benefits were achieved. The school as a whole received worth while publicity, the students grew in leadership qualities and executive ability, and the chapter of the fraternity came into a position of power on the campus.

In another school a chapter of Sigma Delta Chi devoted itself to a program of creating a friendly spirit toward the work in journalism and to the development of a departmental spirit among journalism students. It entertained the high school editors during their convention on the campus and thus made friends of future students; it aided in the convention work of the state press association and made a favorable impression upon the newspapermen; it gave a special dance to which campus leaders were invited and created a place for itself as qualified to select the leaders on the campus; it gave a Gridiron banquet as a means of bringing faculty members in various departments in touch with the fraternity and the work in journalism; it published a burlesque edition of the student paper at homecoming and regular numbers of the humor magazine as a means of reaching the general public. To promote a unified body of journalism students it published a department news letter for students

(Continued on page twenty-two)

Are You Satisfied With Your Job?

When the day's work is done and you close up the old desk all ready to go home, do you have a satisfied feeling—a feeling that everything is all right? Or do you have a feeling that there should be something better for you in your line of work? Sigma Delta Chi has started a Personnel Bureau with the sole purpose of serving members of the fraternity—helping them to locate jobs that will make them feel all square with the world.

ALUMNUS?

Of course you have a job already—pretty good one too, probably—but maybe you'd like a change of climate. Wouldn't it be pretty nice to have an agent looking around for you—confidentially, of course—lining up something that will fill your needs exactly? That's what the director of the Personnel Bureau does for those who register—keeps an alert eye on jobs throughout the entire country and notifies you when something you have been wanting turns up.

STUDENT?

You haven't got a job yet—don't need one 'till school's out. But, say, while you're going to school, why not have the Personnel Bureau be looking out for that job? Surely would be fine if you could step right into something good when you graduate, wouldn't it? And it's such a simple matter to list your name with the Bureau, too—and after you've done that, Bob Tarr will do the rest.

EMPLOYER?

You must recognize as does the entire journalistic world, that Sigma Delta Chi represents the cream of young newspapermen. Schooled in the demands of their profession, cognizant of and in sympathy with the highest ideals of their profession and recognizedly ambitious and energetic, else they would not have been taken into membership, members of Sigma Delta Chi offer you an unexcelled source of labor supply. Replenish your staff, when necessary, through the Personnel Bureau. You'll find it pays.

Even though you are not in immediate need of another, or better position, it would seem wise to have your name, qualifications and references on file with the Personnel Bureau. It costs so little—merely one dollar to cover expenses—and it is possible, yes, probable, that the Bureau will be able to open up for you new opportunities which otherwise would never come to your attention. Remember—everything done by the Bureau in strictest confidence. Obtain complete information now from

Personnel Bureau

Robert B. Tarr, Director

2929 Northwestern Ave.

Detroit, Michigan

(Continued from page twenty)

and alumni, awarded a medal to the freshman with an outstanding record in scholarship, and assisted in the work of other journalism interests on the campus.

In less than a year the effects of this activity produced definite results.

The chapter in a third school bent its energies toward the improvement of high school publications and toward the spread among high school students of a knowledge of the professional school and the need for study of journalism in a college course. Within a year the chapter had reached more than 400 high school students and had given them a definite idea of the university school of journalism. In co-operation with faculty members this chapter is now reaching 1,000 high school students each year with information about journalism.

In a fourth school the chapter devoted a large part of its time to winning a high place for itself among the various organizations represented there. Its success reflected credit upon the other journalism organizations and upon the department of journalism. In a fifth school the chapter spent a large part of its time in establishing understanding and co-operation between the journalism students and the newspapermen of the state.

The cases I have mentioned are typical of the work of a large number of chapters and they have pursued their programs with varying degrees of success in various years. Through all the activity there runs a definite idea of loyalty to the department or school of journalism as the natural source of chapter life and strength. As time goes on the chapters will gradually exclude all but students who are majoring in the department of journalism or enrolled for a degree in the school of journalism. At present there is an occasional student here and there who is majoring in English or social science who merits election to the fraternity but it is doubtful if the chapters will recognize such a program of study as preparation for the profession a few years from now.

The mortality to the professional work among the students in English and social science who say they are preparing for journalism is too high to warrant much consideration for candidates from these divisions of study. A student who majors in English may try journalism for a summer or a year and then become a teacher or an advertising man; a student who majors in social science may later study law or business—or devote himself to social science. The student who prepares for journalism by studying journalism in a professional way is much more likely to stay in journalism practice after graduation than the student who tries to prepare for two or three kinds of work at the same time.

The most important thing the chapters can do, in my opinion, is to continue, and enlarge upon, their activity in the interests of the professional instruction in journalism. By so doing they will speed the day when writer, editor, and publisher of general

news, and comment on the news, will be engaged in journalism as a profession.

Chapters may look to their faculty advisers for leadership in such a program because both teacher and student will be advancing the same ideal and because the experience of the teacher in the profession and in the chapter will assure the organization of more mature judgment than that of the active members.

Working together, faculty and fraternity can solve their problems in a much shorter time than if they worked separately, or if only one of them were seeking the solution. Chapters may overdo in their plans, it is true, but they are not likely to undertake too much if they invite the advice of older heads and then give thoughtful consideration to that advice.

The matters mentioned in this article deal largely with activities calling for executive and reportorial ability. Attention to such activities should not cause chapters to lose sight of the fact that programs of a literary and ethical character are of great importance. Where the schools are well organized, the chapters firmly established, and the battles for recognition long since passed, executive activities should engage but a small part of the attention of the fraternity and the majority of the programs should center about listening to an address, discussion of ethical problems, books on journalism, research papers, and similar projects. Some attention to programs of an ethical character should be incorporated in the calendar of every chapter of the fraternity. Executive activities should be considered as a means to an end and when that end has been achieved a real professional program should be arranged for every meeting.

Church Department Calls For Service

(Continued from page eight)

of a vast world with many vast events, so a church department should give the serious reader a picture of his own fair city in the brightness of a Sabbath morning, with rest in all the air, with varied domes and steeples rising over the houses, with near at hand a sound of organs and far away a sound of bells, and everything strengthening and stimulating the best in us, whether we go into the church or halt irresolute in the midst of so many allurements to devotion.

Public Confidence Always Detroit News' Goal

(Continued for page four)

achieving the ideal of its founder. At times, it may be misguided, may misjudge its source of news, may decline to grant the editor's right to honorable difference of opinion; but in the long run it indicates by its support the extent of its faith and satisfaction. The Detroit News has been, for the fifty-two years of its existence, the journalistic leader in its city and state as evidenced both by circulation and advertising patronage.

The Journalist Fiction Writer

(Continued from page eleven)

fluid extract. Though he must be keen in plucking out the essentials from a mass, he must straightway set to work and build up a new mass. Yes, the analytical methods of the reporter will serve him but illy in fiction, unless he sees the architectural nature of short-story and novel writing and sets about acquiring its technique.

Third, the newspaper writer usually must be content with narrative in his work, and such elements of plot as he uncovers and works up must be for the most part suggested, and suggested only. Not so the fiction writer. While now and then he may sell a fictional sketch (by which I mean a picture of, for example, a character under stress of an emotion, or in a striking state of affairs), or a tale (which I may describe as a chain of events in which there is no definite organization, but only interesting sequence), the chief magazine demand is for a dramatic grouping of the events of the story so as to build them into a plot.

To sum up, the newspaper worker must in several different ways reverse his common practices before he can successfully do fiction.

But all the time there are also his great advantages to be reckoned with. The life he savors at every step of his career is rich and stimulating. If he has what may be authentically dignified by the name of "a mind," he will think, and think with fearless insight. His sense of humor will cultivate in him tolerance for human frailties, and he will be slow to idolize those whom the public has set upon pedestals. (Let me, however, pause here long enough to say that there is in disillusionment in general a peril for all except superlative geniuses in the field of fiction). He will by his training in precise and attractive writing—if his paper has maintained high standards—be constantly widening his vocabulary and mastering that limpidity of style which is at least the basis of all good writing.

I honestly believe that if the newspaper writer will have both the clear vision and the courage to evaluate his advantages and his handicaps fairly, and if he will set to work to cultivate the one and overcome the other, he will have far better than an even chance of making a success with fiction. But—and why in the world it should be necessary to say this I can't guess, but it is necessary, all the same—it is silly to suppose that because a man can write clear, precise and entertaining English he can with small effort write salable fiction.

Fiction writing has no rules. Absolutely none. There are no sure-fire formulas for its production, if real merit is considered. But fiction has a technique as definite—and as infinitely varied and free from conventions—as has the art of the drama. If the journalist wishes to essay fiction—and why not?—let him give it serious thought and study. Then it is all a matter of some talent, much good sense, really good taste, clear vision, and *work*.

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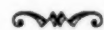
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CHAPTER SECRETARIES

(Kindly inform the Editor of any corrections)
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Kansas—L. G. Cutler, 1323 Kentucky St., Lawrence, Kan.

Michigan—Paul L. Einstein, 2006 Washtenaw Ave., Ann Arbor, Mich.

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Indiana—Maurice Gronendyke, Sigma Chi House, Bloomington, Ind.

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Montana—Bernard Quesnel, Missoula, Mont.

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Columbia—Lawrence R. Goldberg, Furnald Hall, Columbia University, New York, N. Y.

Colordao—John C. Polly, 559 Marine St., Boulder, Colo.

Cornell—Charles B. Howland, care Cornell University, Ithaca, N. Y.

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Toronto—R. C. H. Mitchell, North Residence, U. of Toronto, Toronto, Canada.

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California—Brenton L. Metzler, 2227 College Way, Berkeley, Cal.

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